

TRADEWINDS 2000

Agricultural Export Program
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An Update from the Agricultural Export Program

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Clinton Sends China Trade Bill to Congress -

The China Trade Bill, which moves forward China's accession into the World Trade Organization (WTO) presents dramatic opportunities for California's farmers. A vast majority of China's agricultural imports consist of cotton, vegetables, and dairy - all of which represent top California agricultural crops.

The White House estimates that on U.S. priority agricultural products, China's tariffs will drop an average of 31-14% by January 2004. In California, China's accession into the WTO would help boost farm prices and income, while supporting jobs both on and off the farm. While California and the U.S. benefit from lower tariffs, China will not benefit from increased U.S. market access.

China has made one-way market opening concessions, meaning that the U.S. would simply maintain the market access it currently applies to China. With this dramatic concession, China's access to U.S. markets will not change and California's farmers can rest easy. Now California farmers can enjoy the benefits of China's WTO accession without the fear of an increasing amount of Chinese imports in future.

Besides the overall reduction in agricultural tariffs, California benefits from a strong image that appeals to Chinese importers. Over the last year, AEP has helped facilitate over seven educational missions composed of Chinese importers, wholesalers, and government officials. The strong Chinese interest in California, as demonstrated by the frequent foreign visits, illustrates the importance California agriculture represents to the Chinese market. The accession of China into the WTO can only benefit the further increase of California's agricultural exports around the world.

Success Stories:

Are you currently exporting to China? The Foreign Agriculture Service (FAS) is actively seeking success stories to help China's accession into the WTO. If you have experienced successful exports to China, please contact AEP to help China achieve Permanent Normal Trade Relations with the U.S.

◆Trade Shows◆

For additional information on any trade show event, please contact AEP at (916) 654-0389

We are currently recruiting for the following shows:

FMI/NASDA

May 5-7, 2000 - Chicago, U.S.

Food & Hotel Philippines 2000

May 31 - June 3, 2000 - Manila, Philippines

ExpoHotel

June 7-9, 2000 - Cancun, Mexico

Food China 2000

June 20-23, 2000 - Beijing, China

Food and Hotel South China 2000

September 12-15, 2000 - Guangzhou, China

Abastur

October 11-13, 2000- Mexico City, Mexico

SIAL 2000

October 22-26, 2000- Paris, France



CA. New Potatoes Booth at CPMA

Tradewinds 2000: E-mail

If you wish to receive future editions of Tradewinds 2000 by e-mail, please contact Suzanne Lashley at (916) 654-0389 to make any subscription changes.

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NEWS YOU CAN USE

Buying Teams:

The Agricultural Export Program often has the opportunity to expose California companies to foreign visitors seeking California food and agricultural products. Our next foreign buying teams come from:

**Thailand & Philippines- April 27-28, 2000
(Makro Markets)**

**Philippines - May 16-17, 2000
(Europa Delicatessen & Australasia)**

If you are interested in meeting with these buying teams please contact AEP. Spaces are limited.

Palestine in December?

December 2000 - the American-Palestinian Chamber of Commerce in coordination with the USDA and U.S. Embassy Tel Aviv will present a showcase exhibition within the Palestinian Authority. This exhibit, which will highlight U.S. agricultural products will cost \$300 - \$500 per company. Attendance will not only secure demonstration in the U.S. exhibition in Palestine but ISRAFOOD as well.

If you are interested in the Palestinian and/or Israeli market, please contact AEP for further information.

◆Agricultural Export Team: Seminars & Events◆

Promotions:

Western U.S. Melon Promotion in Canada

(Generic promotions through in-store advertising)

May - September 2000

WUSATA (www.wusata.org/generic/wusata_events.htm)

Conferences:

FOODMEX 2000

(Enhance Overall Exports to Mexico)

March 30, 2000 - 8:00 to 3:30pm

CITD, Long Beach - (562) 938-3244 Fax: (562) 938-3990

PLMA approved for WUSATA's Branded Program:

The Private Label Manufacturers Association (PLMA) has received branded approval for their "World of Private Label" International Trade Show in Amsterdam. The show will take place in November 2000, contact AEP for further information.



Organic Standards —

Dan Glickman, U.S. Secretary of Agriculture, announced new national organic standards this month. As part of the new standards, food will no longer be considered organic if it is:

- 1.) Irradiated food
- 2.) GMO food
- 3.) Food that was grown using sewage sludge recycled by municipal waste plants.

If you would like to review and comment on the complete new national organic standards you can visit the AMS website at www.ams.usda.gov/nop

Trade Mission: May 2000

The Foreign Agricultural Service (FAS) plans to organize an U.S. apple exporters mission to Morocco. The trade mission will include tours of production and distribution facilities, ensuring exporters will meet with key importers and distributors of apples in Morocco. If you are interested in this trade mission, please contact AEP for further details.

Export Alert!!

Our Agricultural Trade Specialist in Japan, Mami Schmitz, has indicated the following trade leads for March 2000. If you produce or supply any of these commodities please contact Mami at calexport@gol.com for possible export sales.

Current Trade Leads:

**Wine - Garage Film Inc.
Strawberries - Ampro Company**